

CLAIMS

1. An apparatus for assisting the marketing, comprising

a plurality of customer databases each configured for storing a plurality of customer tables in which private customer data have been entered;

a plurality of company databases each storing a company table supervising a plurality of salespersons, belonging to a company, a plurality of salesperson tables, provided from one salesperson belonging to said company to another, and a plurality of selection registration tables associating said customer tables with said salesperson tables;

a selection registration section for accepting, from a customer, the registration of identification data of salespersons approved by said customer, and for generating and holding said selection registration tables configured for correlating said salesperson tables of salespersons identified by said identification data with said customer tables;

a message database for holding messages sent from said salespersons to said customers and messages sent from the customers to said salespersons;

a customer side message interface for reading out said messages addressed to said customers from said message database for providing said messages over a network to said customers; and

a salesperson side message interface for assisting preparation of said messages addressed to said customers by said salespersons, with the generation of

said selection registration tables as an incentive; wherein

at least one of said plural company databases is owned by a service provider; at least one of said salesperson tables of said company database of said service provider is associated with the entire customer tables associated with said salesperson tables of the entire company databases by said selection registration tables;

at least one of the salesperson tables of the remaining company databases is associated with the entire customer tables associated with the salesperson tables of the salespersons belonging to respective companies by said selection registration tables; and wherein

said customer side message interface reads out a message for a particular one of the companies of the remaining databases from said message databases to send said message over a network to customers of the totality of customer tables associated with said one salesperson table of said service provider; said customer side message interface on receipt of a consenting signal from the customer generating, in said selective registration section, a selection registration table associating one salesperson table of said particular company with a customer of a source of transmission of said consenting signal.

2. The apparatus for assisting the marketing according to claim 1 further comprising

retrieval means for retrieving the totality of customer tables associated with said one salesperson tables by said selection registration tables; wherein

at least one of salesperson tables of said company databases is a salesperson table belonging to an administrator of each company;

said customer side message interface reading out a message from said message database and acting in proxy in the name of said administrator or of salespersons of the other salesperson tables associated with each customer table to send said message over a network to a customer extracted in accordance with a preset retrieving condition by said retrieval means from the totality of the customer tables associated with said at least one salesperson table.

3. The apparatus for assisting the marketing according to claim 2 wherein the message sent in the name of said administrator or salespersons of said other salesperson tables to said customer includes a return message to a message from said customer.

4. The apparatus for assisting the marketing according to claim 3 wherein said salesperson side message interface displays a message transmitted or received by the salespersons of the other databases directly in charge of said customers and a message sent by said administrator so that said two messages may be distinguished from each other by the salespersons of the other databases directly in charge of said customers.

5. The apparatus for assisting the marketing according to claim 4 wherein said salesperson side message interface enables a message provided to said customer in the name of said administrator to be browsed in terminals of the salespersons of the

other databases associated with the customer to whom the message is addressed.

6. The apparatus for assisting the marketing according to claim 5 wherein said salesperson side message interface enables a return message from a customer to a message, sent in the name of said administrator or of the salespersons of the other salesperson tables associated with each customer table, to be browsed in the terminals of said salespersons of the other databases associated with the customer to whom the message is addressed.

7. The apparatus for assisting the marketing according to claim 2 wherein said salesperson side message interface enables the transmission/ receipt hysteresis of the messages of the totality of salespersons of the company databases with said customers to be browsed in the terminal of the salesperson belonging to said administrator of each company.

8. The apparatus for assisting the marketing according to claim 2 wherein said salesperson side message interface provides use data for each customer to a salesperson terminal over a network.

9. The apparatus for assisting the marketing according to claim 2 wherein said company database groups together a plurality of customer tables out of the totality of the customer tables associated with at least said one salesperson table.

10. The apparatus for assisting the marketing according to claim 2 wherein said retrieval means comprises

wine-pressing means including unread message extracting means for

extracting messages in the name of an administrator of each company or messages in the name of salespersons of the other databases, and responding customer extracting means for extracting customers who received messages addressed to an administrator of each company or messages addressed to the salespersons of the other databases during a preset time; and

customer name extracting means for extracting all or part of the customers' names entered as retrieving conditions;

said retrieval means extracting preset customers by said wine-pressing means and/or said customer name extracting means.

11. The apparatus for assisting the marketing according to claim 1 wherein said salesperson side message interface proceeds to not transmitting any of the messages in case messages cannot be sent simultaneously to all customers.

12. The apparatus for assisting the marketing according to claim 1 wherein said salesperson side message interface assists preparation of messages for customers of the customers' tables associated with the salesperson tables of said salespersons by said selection registration tables and the preparation of return messages to said messages transmitted from said customers.

13. The apparatus for assisting the marketing according to claim 1 wherein said customer side message interface causes the salespeople of salesperson tables, associated with the totality of customer tables of the company databases other than the database of said service provider and not approved by said customers, to be

displayed in customer terminals.

14. The apparatus for assisting the marketing according to claim 1 wherein the totality of customer tables associated with said at least one of said salesperson tables are added to by a new customer table each time said new customer table is associated with said other salesperson tables.

15. A method for assisting the marketing comprising the steps of

accepting private data of a plurality of customers, registering said private data in a plurality of customer tables and storing the resulting customer tables in a plurality of customer databases;

accepting data supervising a plurality of salespersons belonging to a plurality of companies, registering the data in a plurality of company tables, accepting private data of the salespersons belonging to respective companies, registering the data in a plurality of salesperson tables and storing the resulting tables in a plurality of company databases;

accepting registration of identification data of the salespersons in charge, approved by the customers, from the customers, and generating a plurality of selection registration tables, correlating the salesperson tables of the salespersons identified by the identification data with said customer tables, to store the selection registration tables, thus generated, in said company databases;

reading out messages addressed to said customers from said message databases to send the messages over a network to said customers;

assisting the preparation of the messages addressed to said customers by said salespersons with the generation of said selection registration tables as an incentive;

at least one of plural company databases being owned by a service provider;
at least one of said salesperson tables of said company database of said service provider being associated with the entire customer tables which are associated with the salesperson tables of the entire company databases by said selection registration tables;

at least one of the salesperson tables of the remaining company databases being associated with the entire customer tables associated with the salesperson tables of the salespersons belonging to respective companies by said selection registration tables;

reading out messages for a particular one of the companies of the remaining databases from said message databases to send said messages over a network to the customers of the totality of customer tables associated with said one salesperson table of said service provider;

receiving a consenting signal from the customer approving the salesperson of one salesperson table of said particular company; and

generating a selection registration table correlating one salesperson table of said particular company with the customer of said consenting signal.

16. The method for assisting the marketing according to claim 15 wherein

at least one of salesperson tables of the remaining company databases is a

salesperson table belonging to an administrator of each company, said method further comprising a step of

reading out a message from said message database and acting in proxy in the name of said administrator or of salespersons of the other salesperson tables associated with each customer table to send said message over a network to a customer extracted in accordance with a preset retrieving condition from the totality of the customer tables associated with said at least one salesperson table.

17. The method for assisting the marketing according to claim 16 wherein the message sent in the name of said administrator or said salespersons of the other databases to said customer includes a return message to a message from said customer.

18. The method for assisting the marketing according to claim 17 wherein messages transmitted or received by the salespersons of the other databases directly in charge of said customer and messages sent by said administrator are displayed in the terminals of said salespersons so that said two sorts of messages may be distinguished from each other in said terminals.

19. The method for assisting the marketing according to claim 18 wherein the messages provided to said customers in the name of said administrator may be browsed in terminals of salespersons of the other databases associated with the customers the messages are addressed to.

20. The method for assisting the marketing according to claim 19 wherein return

messages from a customer to said messages transmitted in the name of said administrator or of the salespersons of the other salesperson tables associated with each customer table are browsable in the terminals of said salespersons associated with the customers the messages are addressed to.

21. The method for assisting the marketing according to claim 16 wherein the transmission/ receipt hysteresis of messages between the totality of the salespersons of said company database and said customers are browsable in the salesperson terminal belonging to the administrator of each company.

22. The method for assisting the marketing according to claim 16 further comprising a step of

said salesperson side message interface providing customer use data over a network to a salesperson terminal.

23. The method for assisting the marketing according to claim 16 further comprising a step of

grouping together a plurality of customer tables out of the totality of customer tables associated with at least said one salesperson table.

24. The method for assisting the marketing according to claim 16 wherein said retrieval comprises

a wine-pressing step including an unread message extracting sub-step of extracting messages in the name of an administrator of each company or messages in the name of salespersons of the other databases, and a responding customer

extracting sub-step of extracting customers who transmitted messages addressed to an administrator of each company or messages addressed to the salespersons of the other databases; and

a customer name extracting step of extracting all or part of the customers' names entered as retrieving conditions;

said wine-pressing step and/or said customer name extracting step extracting preset customers.

25. The method for assisting the marketing according to claim 15 wherein processing for not transmitting any of the messages is carried out in case messages cannot be sent simultaneously to all customers.

26. The method for assisting the marketing according to claim 15 wherein the preparation of messages for customers of the customers' tables associated with the salesperson tables of said salespersons by said selection registration tables and the preparation of return messages to messages transmitted from said customers are assisted.

27. The method for assisting the marketing according to claim 15 wherein the salespeople of salesperson tables associated with the totality of customer tables of the company databases other than the database of said service provider and not approved by said customers are displayed in customer terminals.

28. The method for assisting the marketing according to claim 15 wherein the totality of customer tables associated with said at least one of said salesperson

tables are added to with a new customer table each time such new customer table is associated with other salesperson tables.

29. A recording medium having recorded thereon a computer program for doing data processing of an apparatus for assisting the marketing, said apparatus comprising a plurality of customer databases each configured for storing a plurality of customer tables in which private customer data have been entered, a plurality of company databases each storing a company table supervising a plurality of salespersons, belonging to a company, a plurality of salesperson tables, provided from one salesperson belonging to said company to another, and a plurality of selection registration tables associating said customer tables with said salesperson tables, a selection registration section for accepting, from a customer, the registration of identification data of salespersons approved by said customer, and for generating and holding said selection registration tables configured for correlating said salesperson tables of salespersons identified by said identification data with said customer tables, a message database for holding messages sent from said salespersons to said customers and messages sent from the customers to said salespersons, a customer side message interface for reading out said messages addressed to said customers from said message database for providing said messages over a network to said customers, and a salesperson side message interface for assisting preparation of said messages addressed to said customers by said salespersons, with the generation of said selection registration tables as an

incentive; wherein

at least one of said plural company databases is owned by a service provider; at least one of said salesperson tables of said company database of said service provider is associated with the entire customer tables associated with said salesperson tables of the entire company databases by said selection registration tables;

at least one of the salesperson tables of the remaining company databases is associated with the entire customer tables associated with the salesperson tables of the salespersons belonging to respective companies by said selection registration tables;

said computer program comprising the steps of
said customer side message interface reading out a message for a particular one of the companies of the remaining databases from said message databases to send said message over a network to customers of the totality of customer tables associated with said one salesperson table of said service provider; and

said customer side message interface generating, in said selective registration section, on receipt of a consenting signal from the customer, a selection registration table associating one salesperson table of said particular company with a customer of a source of transmission of said consenting signal.

30. A computer program for doing data processing of an apparatus for assisting the marketing, said apparatus comprising a plurality of customer databases each

configured for storing a plurality of customer tables in which private customer data have been entered, a plurality of company databases each storing a company table supervising a plurality of salespersons, belonging to a company, a plurality of salesperson tables, provided from one salesperson belonging to said company to another, and a plurality of selection registration tables associating said customer tables with said salesperson tables, a selection registration section for accepting, from a customer, the registration of identification data of salespersons approved by said customer, and for generating and holding said selection registration tables configured for correlating said salesperson tables of salespersons identified by said identification data with said customer tables, a message database for holding messages sent from said salespersons to said customers and messages sent from the customers to said salespersons, a customer side message interface for reading out said messages addressed to said customers from said message database for providing said messages over a network to said customers, and a salesperson side message interface for assisting preparation of said messages addressed to said customers by said salespersons, with the generation of said selection registration tables as an incentive; wherein

at least one of said plural company databases is owned by a service provider; at least one of said salesperson tables of said company database of said service provider is associated with the entire customer tables associated with said salesperson tables of the entire company databases by said selection registration

tables;

at least one of the salesperson tables of the remaining company databases is associated with the entire customer tables associated with the salesperson tables of the salespersons belonging to respective companies by said selection registration tables;

said computer program comprising the steps of

said customer side message interface reading out a message for a particular one of the companies of the remaining databases from said message databases to send said message over a network to customers of the totality of customer tables associated with said one salesperson table of said service provider; and

said customer side message interface generating, in said selective registration section, on receipt of a consenting signal from the customer, a selection registration table associating one salesperson table of said particular company with a customer of a source of transmission of said consenting signal.